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Sent: Friday, October 21, 2005 12:31 AM
To: ATR-Real Estate Workshop; FTCDOWorkshop@realtors.org
Cc: rbroome@tarnet.com
Subject: "Competition and the Real Estate Workshop" -- Comment, Project
No. V050015

To Whom It May Concern:

I do not have an omniscient or national perspective, but I can write this letter from my personal experience.....

If competition for Realtors did not exist....

*I would not feel the need to spend thousands of dollars to market my personal "brand".

*I would not feel the need to stay abreast of constantly changing technological advances - not only knowing what they are, but knowing how to USE them.

*My personal level of service to clients could be mediocre, at best, or simply non-existent.

*I would not feel the need to capture every lead and convert to a closed sale. I can assure you, if I don't do it someone else will.

Thank you for your time and consideration.

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